



Partnership Information for Hickory's Brand

Name of Special Event

Location of Special Event with date and time

Group(s) and non-profits overseeing the event

Contact Person(s) and contact information (i.e. phone number and email address)

Brand Culture Standards include events centered on health, wellness, arts and culture, creativity, educational, craftsmanship-focused, community spirit-focused, and family-focused. Describe your event and how you think it fits the Hickory Brand "Life. Well Crafted."

What audience will your event attract, and explain the connection of the groups selected?

Which city departments are needed to assist with event (*available for City of Hickory approved events with special event applications*)?

In kind-support

- ☐ Airport
- ☐ Police
- ☐ Fire
- ☐ Public Services
- ☐ Street
- ☐ Solid Waste
- ☐ Traffic
- ☐ Building Services
- ☐ Office of Communications with publicity

Request for financial support?

☐ Financial support what level? \$_____

☐ Trade (explain below)

If financial support requested, what will the city money be used for?

Please fill out the form and email it to City of Hickory Communications and Marketing Manager Dana Kaminske dkaminske@hickorync.gov or call with questions at (828) 261-2289.

This form needs to be completed and returned within 90 days of event date.

Form submittal does not automatically mean acceptance of event as a City sponsored event.